

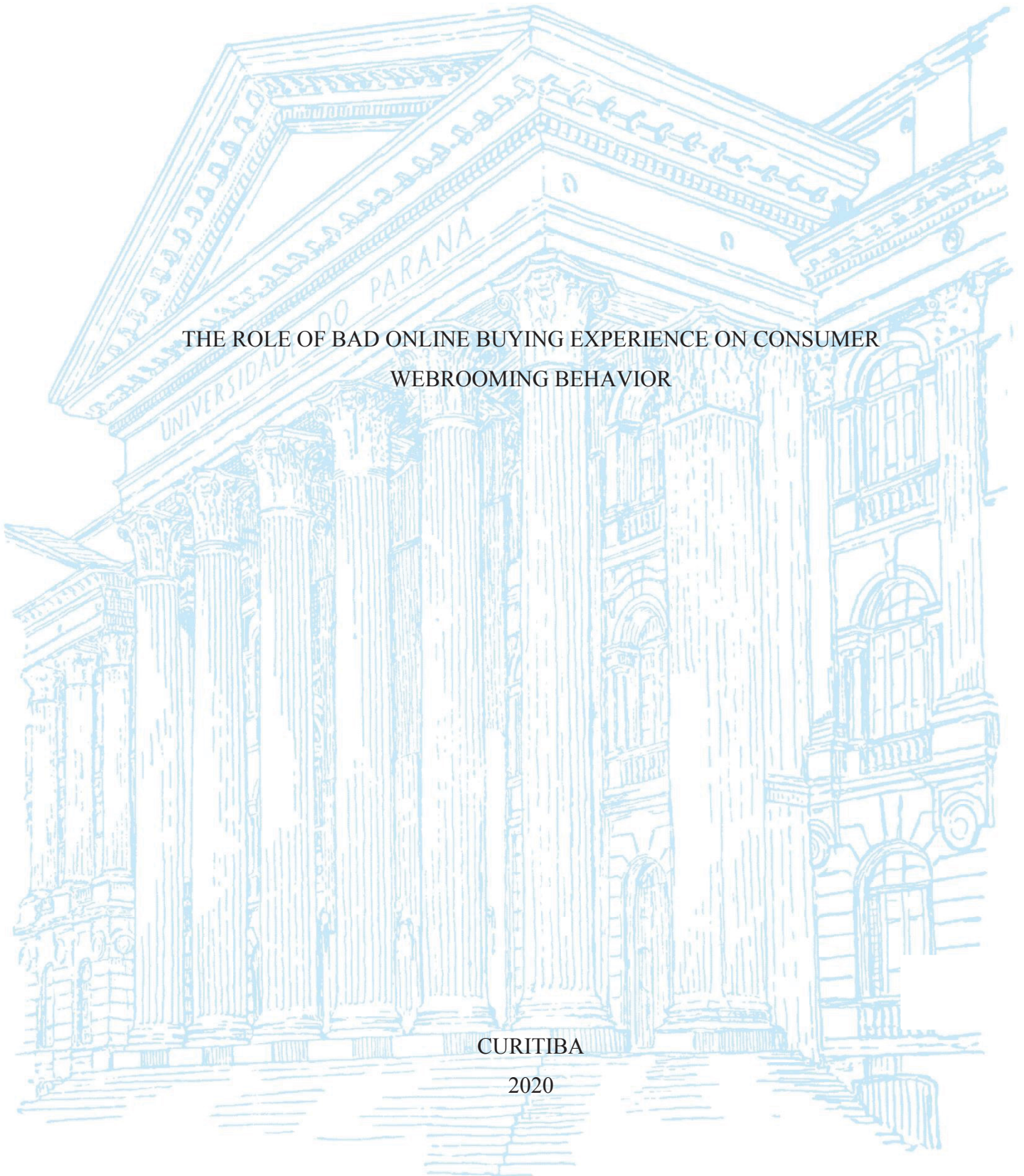
UNIVERSIDADE FEDERAL DO PARANÁ

DJONATA SCHIESSL

THE ROLE OF BAD ONLINE BUYING EXPERIENCE ON CONSUMER
WEBROOMING BEHAVIOR

CURITIBA

2020



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THE ROLE OF BAD ONLINE BUYING EXPERIENCE ON CONSUMER
WEBROOMING BEHAVIOR

Projeto de dissertação apresentado ao curso de Pós-Graduação em Administração – Área de concentração em estratégia de marketing e comportamento do consumidor, Setor de Ciências Sociais Aplicadas, Universidade Federal do Paraná.

Orientador: Prof. Dr. José Carlos Korelo

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RESUMO

No mercado de varejo online, as empresas lutam todos os dias, para garantir que seus clientes não tenham experiências ruins enquanto navegam em seus sites. Elas fazem isso para gerar mais engajamento e revenda. Uma má experiência reduz as atitudes do consumidor e pode levá-los à um site concorrente ou à uma loja física para comprar um produto ou serviço. Em particular, pesquisas anteriores investigaram características e fatores de risco como gatilhos para os consumidores passarem da Internet para uma loja física para adquirir produtos (webrooming). Porém, como a má experiência afeta o comportamento de webrooming permanece incerto. Em quatro estudos, investigamos como as experiências ruins originadas nas lojas on-line conduzem as pessoas para a troca de canais. Os resultados desta pesquisa fornecem evidências de que as experiências ruins (vs. boas) com ocorrência em lojas on-line levam os consumidores a realizar mais webrooming. Uma das explicações se deve ao fato da frustração dos consumidores sentida durante o processo. Consumidores que efetuam o webrooming ficam mais frustrados do que aqueles que não escolhem esse caminho. Por fim, também introduzimos variações nesse tipo de comportamento entre canais e exploramos possíveis mecanismos para explicar as preferências do comprador.

Palavras chave: Webrooming; comportamento de compra; experiência do consumidor.

ABSTRACT

In the online retail market, companies battle every day, trying to ensure their customers do not undergo bad experiences while navigating on their websites. They do so to generate more engagement and resale. A bad experience reduces consumer's attitudes and conducts them to a competitor website or a physical store to buy a product or service. In particular, previous researches investigated characteristics and risk factors as triggers to consumers move from internet to a physical store to acquire goods (webrooming). Even so, how bad experience affect webrooming behavior remains unclear. Across four studies, we investigated how bad experiences originated in online stores conduce people to realize cross channel. The results of this research provide evidence that bad experiences (vs good) that occurred in online stores guide consumers to perform more webrooming. One explanation is due to the fact that consumer frustration felt during the process. Consumers who adhere to webrooming are more frustrated than the ones who do not choose this path. Finally, we also introduce variations in this kind of cross channel behavior and explore possible mechanisms to explain buyer preferences.

Keywords: Webrooming. shopping behavior. consumer experience.

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1 INTRODUCTION

In recent years the use of internet to buy goods became popular among customers. The online nature of those interactions resulted in more concern for companies regarding experience elicited in interactions with brands before, during, and after purchase products (Lemon & Verhoef, 2016). When online stores surpass people's expectations, it generates good experiences and farm more satisfaction (Puccinelli et al., 2009).

Furthermore, develop an attractive website focused on key elements, for example, website design, product characteristics, sensorial components, and social aspects enhance experiences and increase consumer's willingness to buy on internet (Bleier et al., 2019).

In contrast, bad experiences affect the nature of interactions with online stores. For instance, when a website does not work (e.g., slow page load, algorithm fail) and spawns a bad experience, it decreases people's expectations and their intentions to buy online (Woodruff et al., 2006).

In general, recent researches focused on the effects of good experience on consumer decisions (Bleier et al., 2019; Merrilees, 2016; Thompson et al., 1989). Especially, Bleier et al (2019) established the effects of website dimensions (e.g., informativeness, entertainment, social presence, and sensory appeal) on buy experiences in online retails. Also, Merrilees (2016), exhibited interactive aspects (e.g., website structure and add appeal) as triggers to an excellent online experience, but the effects of bad experiences in online shops on consumer webrooming behavior remain unclear.

Webrooming occurs when people search for products on internet and buy it in a physical store. It became a prevalent cross-channel behavior. For example, they can check Nike's t-shirt in online retail and go to a physical store to shop it (Fernández, Pérez, & Vázquez-Casielles, 2018; Lemon & Verhoef, 2016).

First of all, webrooming is distinct from the omnichannel strategy adopted for brands. In this way, companies offer benefits for people to purchase in a physical store; it is an encouraged and incentivized behavior (Ailawadi & Farris, 2017; Souiden et al., 2018).

But, webrooming is not a motivated behavior. It occurs due to buyer's characteristics (e.g., to enjoy going to a physical store), environmental factors (e.g., slow website, poor website's layout), and opportunities to buy cheaper products (Arora & Sahney, 2019).

Previous researches about webrooming focused on understanding some aspects of people's engagement in webrooming (Arora & Sahney, 2019; Fernández et al., 2018; Flavián et al., 2019). However, how bad experience affects consumer behavior in an online store to trigger cross channel was not studied. They also focus on how webrooming is a good thing to people feeling smarter; even so, some mechanisms as frustration can explain why people make it.

Recent studies also focused on a general concept of webrooming and not discern between cross channel to a physical store in the same or rival brand. Differences in people's online experience can conduct them to choose distinct ways.

Under such situations involving webrooming, causes and outcomes of this behavior may go above and beyond the effects previously established in the literature (Arora & Sahney, 2019; Fernández et al., 2018). For example, people's bad experiences on internet are frequent and affect their product choice on the same website (Romani, Grappi, & Dalli, 2012), but it also could conduct them to change places for purchase.

On the one hand, consumers are navigating on internet where they access a good deal of shops to compare all options and choose better products without move at offline stores (Fernández et al., 2018; E. Kim et al., 2018). On the other hand, their characteristics, external influences or experiences hold them to buy it in a physical store (Fernández et al., 2018; Kang, 2019).

In the present research, we extend the literature of online shopping experience proposing that bad experiences initiated in online channels influence webrooming behavior. At the same time, online marketplaces should focus on key elements (e.g., Website design, delivery speed) to minimize this kind of cross channel.

In light of these findings, the first contribution of this research relates to situations where people go through bad online experiences (e.g., do not obtain the product on internet because of website is slow). In those circumstances, they tend to perform more webrooming compared with those who get good experiences.

Complementing previous research, we revealed that brand controlled elements (e.g., buying experience) also conduce people to perform webrooming, and companies can intervene in these people's decisions. Preceding literature gave more importance for personal (e.g., Risk avoidance, preference for shop offline) and environmental (e.g., promotions, social influence) characteristics to explain this behavior, in these situations brands cannot inhibit consumers' to engage in webrooming (Arora & Sahney, 2019; Flavián, Gurrea, & Orús, 2016; Jing, 2018).

Necessarily, when companies offer a terrible experience and people not buy the product, brands broke people's expectations. It Interrupts a goal created in their minds, and this process trigger frustration towards the retailer (Grant et al., 2010). This emotion helps us explain our main effect and enables us to clarify why people tend to prefer the same or rival physical store to undergo in webrooming.

To managers, we identify several triggers that guide people to webrooming. We observed that a bad experience generated on internet is enough to take them to this behavior. Rudimentary failures conduct people for other websites and a more robust bad experience leads them to a physical store.

In this case, managers should think about strategies to hold or not a physical store to satisfy consumer's necessities. For instance, retailers could maintain strategic physical stores to improve channel integration. It can leverage channels to provide a better experience for customers. In this case, even a customer that experienced a bad online service can strengthen the satisfaction and the relationship with the brand if a physical store provides a consistent recovery experience to those people.

We structured this research into five main chapters. In chapter 2, we present the literature of consumer experience and establish the definition of webrooming and its distinction from omnichannel. In section 3 we offer the methodology and four studies performed in this research, first, we conduct a pilot study to test our main effect; in study 1 we replicate the main results of bad experience on webrooming and analyzed the mediation role of frustration; in study 2 we replicate findings of study 1 and examine the covariation of brand relationship in our model; and, in study 3 we replicate previous results and make a logistic regression to explore why people chose same or rival brands to engage in webrooming. In chapter 4, we present a general discussion about the results of this research. Section 5 offers theoretical and managerial implications. Finally, chapter 6 presents limitations and possibilities for future investigations.

2 THEORETICAL BACKGROUND

2.1 Consumer Experience and Cross Channel

Previous researches try to investigate why consumers assume some attitudes and how experiences they had affects their preferences (Lemon & Verhoef, 2016; Smith, Menon, & Sivakumar, 2005).

This discussion starts with the addition of different channels to people buy goods. Online stores brought a new paradigm to manage these channels and offer excellent services and products. The internet, as a new channel, sheds light on further questions to researches and managers (Lemon & Verhoef, 2016; Ng & Wakenshaw, 2017; Thompson et al., 2002).

For example: are online and offline experiences the same?; Are the effects of consumer experiences in online and offline stores the same?; Is there an effect of online experiences on consumer channel choices?; do online experiences affect offline experiences? (Kwon & Lennon, 2009; Lemon & Verhoef, 2016). These researches investigate those questions and found differences and similarities between channels.

In sum, in online stores, It is easier to compare websites and prices, but it is not possible to touch and feel goods (Krishna, 2012; Lemon & Verhoef, 2016). In physical stores, people can see and contact products, but it is more difficult to compare prices and different stores. (Burns et al., 2018; Gensler et al., 2017).

In particular, experiences offered by companies in online and offline stores are distinct, and brands must adopt specific strategies for any channel to engage people and keep them buying in the desired place. To integrate it better managers can implement an omnichannel approach (Ailawadi & Farris, 2017; Barwitz & Maas, 2018; Souiden et al., 2018)

Previous researches investigate this integration of experiences and complement the existent framework (Barwitz & Maas, 2018; Li et al., 2018). Those researches showed that omnichannel work is necessary for better consolidation between channels to improve overall experiences.

In other words, if brands have both (online and offline) channels, they should focus on the improvement of consumer experiences to facilitate cross channels (Ailawadi & Farris, 2017; Grewal et al., 2016; Li et al., 2018). One strategy is optimizing both channels. For example, people can buy products on the website and can get it in a physical store. Supplementing, brands can use people's information to offer more personalized products and better experiences (Fisher et al., 2019; Heitz-Spahn, 2013).

However, if brands not have a good structure and fail to offer reasonable services, consumers tend to have bad experiences (Augusto et al., 2019; Thompson et al., 1989). In this situation, they not perceive functional channel integration.

In this case, some people engage in the cross channel, and in this example, the brand not incentivized them to do it. Then, in literature, It is recognized as webrooming (Arora & Sahney, 2019). It happens because a natural move is to avoid places that generate this type of experience (Romani, Grappi, Crisafulli & Singh, 2017; Kwon & Lennon, 2009 & Dalli, 2012). In the next section, we discuss the effects of the bad experiences on consumer webrooming behavior.

2.2 Webrooming and Bad Experience

The technology brought more possibilities to search for information about products and brands (e.g., Blogs, forums, sites, social media) consequently, It created more concern for

companies to offer enjoyable experiences in those points to integrate online and offline stores (Lemon & Verhoef, 2016; Shaw & Ivens, 2002).

According to Consumer Barometer (2019), in the USA, 28% of people searched for products on internet and bought it in a physical store. However, motives that conducted to this behavior are not so clear.

One explanation for crossing channels is that some brands have functional integration between stores (Omnichannel) and use this to improve their delivery time (Fisher et al., 2019). It generates better experiences and increases sales. Whereas retailers offer this type of cross channel, and it is a natural move for consumers.

Even so, webrooming is different because managers do not know the reasons for consumers to leave online shops and go to offline stores, and they not incentivize this behavior. The focus of this research is to investigate this type of cross channel and understand what carries people to engage in it.

Previous researches investigated triggers that hold consumers to webrooming (Arora & Sahney, 2019). Moreover, some people have specific characteristics like enjoying the act to go for a physical store, avoid risks because they do not trust in online stores or some opportunities to buy cheaper products (Arora & Sahney, 2019; Jing, 2018).

Even so, it focused just on environmental and intrinsic people's characteristics conducting them to webrooming, and no one previous research gives priority to the brand's fails and bad experiences as antecedent variables.

In essence, online stores must offer ideal conditions to consumers to buy products on internet. For example, it provides a good structure on a website with a good design and a more intuitive platform to facilitate navigation (Bleier, Harmeling, & Palmatier, 2019).

However, some companies do not have full control over the online shop process and lead to bad experiences. For instance, when people enter a website and page not loaded, it

possibly affects their decision (Shaw & Ivens, 2002). This fail can conduct them to consider another possibility to buy products and finish their goals (Lemon & Verhoef, 2016; Romani et al., 2012).

As well, online stores should overcome consumer expectations to provide good shop experiences; when brands fail during this process, people tend to search for another company to buy goods (Woodruff et al., 2006).

When someone is buying a product on internet, they are expecting to have good experiences and buy it in the same-store; when brands did not provide it, the first reaction is to avoid those places (Romani et al., 2012). It happens because of some emotions emerge in this process against brands (e.g., dislike, sadness, discontent) (Romani et al., 2012). More severe experiences activate other sentiments (e.g., Distrust, frustration) with online environments and hold people to more intense behaviors (Chang & Fang, 2013; McNeish, 2015).

An explanation for different levels of distrust and frustration is because experiences are composed of current and previous experiences, someone who had more bad experiences before, tend to feel more distrust and frustration and it leads them to hold different decisions, as proposed in this work, webrooming (Brakus, Schmitt, & Zarantonello, 2009; Romani et al., 2012; Shaw & Ivens, 2002).

One way to consumers solves brand fails, and bad experiences during the buying process are go to a physical store to shop, how demonstrated by Google's survey, 28% of people leave internet and go to physical stores to finish the process and motives that lead them to this behavior remains unclear. With this in mind, we propose bad experience as a trigger to webrooming. More formally:

H1: Consumers who had a bad experience (vs. good) while navigating online are more likely (vs. unlikely) to present webrooming behavior.

A weak brand's performance to solve failures on the internet brakes consumer expectations toward online stores, it prompts them to bad experiences, which in turn can lead to a stronger motivation to switch their channel of choice (Romani et al., 2012; Woodruff et al., 2006). In this case, when experiences, in general, are good enough, they tend not to search for another website, dropping the internet and going to a physical store.

An experience is more substantial when someone had previous bad experiences; actual experiences triggers to consumers' minds memories about brands and internet it brings distrust to that buying process, it conducts people avoid to buy in that place (Brakus et al., 2009; Ou & Sia, 2010; Shaw & Ivens, 2002).

Complementing previous research, we propose that webrooming also happens because a company fails not just because of consumer characteristics. We also suggest that sometimes webrooming is not a good thing as demonstrated by (Flavián et al., 2019) even more, webrooming is triggered because of bad experiences and affects consumer evaluation and their choices.

In sum, bad experiences in online retail affect people's decisions. The most common attitude in this situation is going to a rival website to buy products. However, the intensity of lousy consumer experience leads them to physical stores. It happens because worse experiences provoke more frustration (Steenburg et al., 2013).

After all, looking at webrooming literature, we note that there is no clear distinction between both types of this behavior. So, when consumers engage in webrooming, there are two possibilities for them. The first one is to go to a physical store in the same brand. The second alternative is to go to a physical store in a rival brand. For example, if someone was

buying a cellphone in Best Buy and had a bad experience, they can buy in the Best Buy physical store or can go to Walmart physical store.

Consequently, in this research, we investigate both types of webrooming complementing previous studies and shed light on differences between them. In summary, we propose that bad experience generated on internet leads people to perform both types of webrooming because they are unsatisfied with online stores.

The explanation for this variation on consumer choice is the intensity of bad experiences. In summary, when consumers had an awful experience, it tends to generate more frustration and distrust, and carry them to avoid not just online environments but brands that produce bad experiences.

Besides, to explain why people engage in webrooming, we propose that frustration is the mechanism underlying the main effect.

2.3 Frustration and Variations of Webrooming

When people have expectations about a goal and not finish it, they feel frustrated and are inclined to find a responsible for outcomes (e.g., themselves, other people, brands, etc.). Consequently, the attribution of this emotion is to external or internal factors according to their judgment (Steenburg et al., 2013; Strebel, Erdem, et al., 2004).

In the instance of the shop on internet, consumers need a brand's cooperation to give support (e.g., Offer a good website, give some information, reduce the delivery time) to them buy. Until receive products, they create an expectative over the online store (Pandelaere, 2016).

However, if online stores fail during this process and consumers not obtained the product and not finished the goal, they tend to feel frustration. It happens because they are

expecting a positive result, and failure can break it. It generates a lousy experience and conducts people to different outcomes (Strebel, O'Donnell, et al., 2004).

Because of this reason, the attribution of frustration to online stores holds consumers to another location to shop and finish the goal to regulate this emotion (Steenburg et al., 2013). Bad experiences and frustration trigger consumer's distrust with online stores (Benamati & Serva, 2007).

Meanwhile, there are some alternatives when consumers leave an online shop. One possibility is search for another online store, but depending on consumer characteristics and intensity of frustration, they tend to go to a physical store to attenuate the frustration (Steenburg et al., 2013).

Then, if the level of frustration is low and the distrust with internet is low consumers usually search for another online store to shop because it does not demand much effort (Grant et al., 2010; Seckler et al., 2015; Strebel, O'Donnell, et al., 2004).

But, if the level of frustration is high and triggers a high level of distrust with the internet, consumers are prone to regulate faster the emotion and tend to move from a physical store to make a trustful choice (Steenburg et al., 2013; Jing, 2018).

To test it, we propose that frustration because bad experiences in online shops are the mechanism underlying the main effect. More Formally:

H2a: Frustration is an underlying mechanism that mediates the impact of the bad experience on webrooming behavior.

Frustration explains the relationship between bad experiences (vs. good) and webrooming. Moreover, frustrated people tend to finish their goals and usually avoid places

that generate this feeling. Go to physical stores provide sensations that they made a secure choice (Ou & Sia, 2010; Stauss et al., 2005; Susskind, 2004).

On top of that, when people are buying something, they created an expectation toward marketplaces, and when online stores generate a terrible experience, it breaks people's expectation and they tend to feel frustrated (Susskind, 2004).

Similarly, less frustrated people tend to buy on internet in another online store, and high levels of frustration hold them to webrooming, in this case, webrooming is a manner to regulate emotions and lead people away from the trigger of that (Strebel, O'Donnell, et al., 2004).

Therefore, these different levels of frustration enable us to explain why consumers engage in webrooming in the same or rival brands. For instance, when frustration is not so high, people tend to regulate emotions involving in webrooming in the same brands. It happens because the gap between their expectations and the brand's failure is smaller and generates low frustration. However, when failure is critical, it causes high frustration, and people tend to perform webrooming in rival brands.

In essence, there is a correlation between frustration intensity with the level of the bad experience. More robust bad experiences trigger higher frustration. As a result, a common reaction is to avoid triggers of that emotion (Steenburg et al., 2013). As a consequence, generated frustration for those who choose rival brands is more prominent than those who opted to buy in the same brands.

For instance, imagine that there are three levels of frustration triggered because of different levels of lousy experience created in the consumer's mind. The first level is low frustration, the second is a medium level, and the third is the highest level. When someone is in the first level of frustration, a common reaction after a bad experience is going to rival

websites. Meanwhile, people in the second level tend to perform webrooming in the same brands. At last, people in the third level engage in webrooming in rival brands.

In this case, how the objective of this research is to explore the differences between both types of webrooming, we will focus on differentiation between them and use levels of frustration to explain why consumers make different types of webrooming. More formally:

H2b: Consumers who make webrooming in rival brands are more frustrated than consumers who make webrooming in the same brands.

Therefore, as demonstrated by previous researches, different levels of frustration lead consumers to distinct outcomes (Guchait & Namasivayam, 2012; Unanue et al., 2014). When consumer goals have broken, they can engage in adaptative or maladaptive behavior (Steenburg et al., 2013). In adaptive response, they will try to solve the problem in the same place, and in maladaptive response, people tend to avoid a site that generates frustration because of their resignation toward the brand (Steenburg et al., 2013). In webrooming, this emotion helps us to explain why consumers choose the same or rival brands.

Furthermore, different intensity of bad experiences triggers different levels of frustration because there are experiences more severe than others, and according to previous experiences, people tend to be more or less affected (Brakus et al., 2009; Gentile et al., 2007). For example, if people have previous poor experiences with the brand and take another lousy experience, they tend to have higher levels of frustration comparing with someone who has previous good experience (Kim & Song, 2018; Steenburg et al., 2013).

Following our hypotheses, we present the research model.

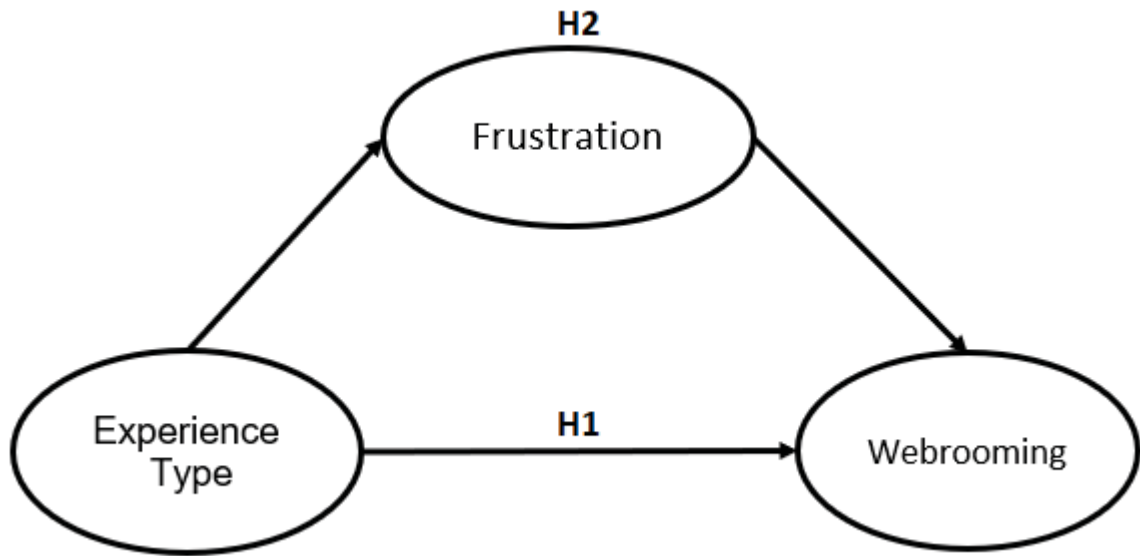


Figure 1: Research Model

Looking at online purchase literature, we found two possible alternative explanations for people to engage in webrooming those variables we explored it in the next session.

2.4 Alternative Explanations To Consumer Webrooming

Brand relationship

Consumers and brands can have relationships similar to interpersonal connections (Mick & Fournier, 1998). Humans feel connected with the brand because it extends themselves self, and it affects people's attitudes and emotions in this relationship (Arikan et al., 2016; Belk, 1988).

To the brands, it is necessary to maintain an excellent relationship to engage the consumer and increase their satisfaction and loyalty (Kim & Cho, 2014). Brand attitudes also affect people's behavior because of this relation (Xie et al., 2017).

A company fails (e.g., bad experiences) affect this relationship and conduct people to avoid the brand (Huber et al., 2015). At the same time, existing relations can attenuate the

adverse perceptions of a fail according to brand personality (Tho et al., 2016). Supported in those different effects of brand relationship, further in this research (see study 2), we explore it and demonstrate the interaction of brand relationship in our model to point out this explanation.

Perception of channel integration

Another focus of this research is to explain why consumers opted between both webrooming types (same or rival brand). We proposed frustration as a mechanism to explain their preferences. However, another possible mechanism to explain people's choice is the perception of channel integration.

Perception of channel integration refers to the interchange and coordination perceived between online and offline channels. When brands focus on improving customer loyalty and satisfaction, they tend to enhance it to increase sales in both places (Frasquet & Miquel, 2017).

When someone had terrible experiences online perception of channel integration can lead people to engage in webrooming in the same brand because is easier to find a store in the same brand and there is less cost to switch their choice (Frasquet et al., 2019; Frasquet & Miquel, 2017).

We tested these two variables in the following studies to point out alternative explanations of the triggers of webrooming. In the next sessions, we show the results of our studies exploring the proposed hypotheses.

3 METHODOLOGY

We performed four studies to test the proposed hypotheses. The first is a pilot study to show that people who have a bad experience (vs. good experience) tend to undergo more webrooming. Studies 1 and 2 replicate the findings of the pilot study. Moreover, Frustration mediates these effects. Finally, in study 3, we replicate the main effect of studies 1 and 2 and explore why people engage in webrooming in the same or rival brands via frustration.

3.1 Pilot Study

The pilot study provided initial evidence that bad experience increases people's willingness to engage in webrooming. Usually, they look to products in online stores and go to physical stores to shop. Then, this study gives us a piece of initial evidence that bad experience can lead them to webrooming.

3.1.1 Method

Participants and Design. Sixty three Brazilian Facebook's users participated in our study (68,8% female, $Mage = 34,2$; $SD = 12,39$), all participants compete for a R\$ 50,00 voucher after finish the research. We randomly assigned people to one of two conditions (Experience: bad vs. good).

Procedure. We informed participants that this study was to investigate some consumption habits. We asked them to remember a situation they have a good (or bad) experience in an online store. After that, we asked them to write five phrases describing

imagined experiences similar to the procedure used by Gilovich et al (2015), it makes the manipulation stronger in their memory.

After writing the phrases, we asked them to imagine they are buying shoes in an online store, and they have a similar experience as described before (bad or good experience) after it they answer some questions.

To measure webrooming participants pointed their agreement in a single question that represented webrooming (I wouldn't buy the shoes on the internet, I would go to a physical store to buy it) responses were reported along with scales from 1 (strongly disagree) to 7 (strongly agree) and averaged.

3.1.2 Results and Discussion

As proposed, there is a significant difference between bad experience (vs. good) condition on webrooming behavior ($M_{bad\ experience} 4,90$; $M_{good\ experience} 2,81$, $p < .000$). Accurately, participants that have a bad experience reported greater willingness to engage in webrooming than in either experience condition.

In summary, the pilot study provided initial evidence that bad experience can lead consumers to perform more webrooming those who have a pleasant experience. Therefore, this study gave us support to develop the next studies.

3.2 Study 1

Study 1 includes a mediation analysis of frustration and demonstrated how consumers in a bad experience condition engage in webrooming. In this study, we also cover other

possibilities in consumer decisions with two types of webrooming, when they opted for webrooming in same or rival brands.

3.2.1 Method

Participants and Design. We recruited one hundred two participants living in Brazil (86,3% females, $Mage = 30,78$; $SD = 11,09$) from Facebook; all participants compete for an R\$ 50,00 voucher after complete the research. The software randomly assigned people to one of two conditions (Experience: bad vs. good).

Procedure. The manipulation in this study is equal to a pilot study. We informed participants that this study was to investigate some consumption habits. We asked them to remember a situation they have a good (vs. bad) experience in an online store. After, we asked them to write four phrases describing the imagined experience similar to the procedure used by Gilovich et al (2015).

After writing the phrases, we asked them to imagine they are buying shoes in an online store, and they are having a similar experience they described before (experience: bad vs. good) after imagined it they answer webrooming questions.

We measured two questions of webrooming (same or rival brands); we also measure people's intentions to defer to buy the product, buy in another online store, or buy in the same online store. People rated all options along with scales from 1 (strongly disagree) to 7 (strongly agree) and averaged.

After answer the five dependent variable scales, people answer the frustration scale ($\alpha = .961$) adapted from (Susskind, 2004) they reported it along with scales from 1 (strongly disagree) to 7 (strongly agree).

Manipulation check. Based on a 7-point scale anchored at “1 very bad experience to 7 very good experience”, participants rated their feeling of experience described before. As expected, there is a significant difference between experience conditions ($M_{\text{bad experience}} = 3,09$ vs. $M_{\text{good experience}} = 6,14$, $p < .000$).

3.2.2 Results and Discussion

As in the pilot study, there is a significant difference between good (vs bad) Experience in both types of webrooming. ($M_{\text{good experience}} = 2,28$; $SD = 1,989$ and $M_{\text{bad experience}} = 4,51$; $SD = 2,546$; $df = 100$; $p < .000$) to webrooming in rival brands. To webrooming in same brands ($M_{\text{good experience}} = 2,77$; $SD = 2,21$ and $M_{\text{bad experience}} = 4,58$; $SD = 2,59$; $df = 100$; $p < .000$). Specifically, participants reported a greater willingness to make both types of webrooming when they had a bad experience.

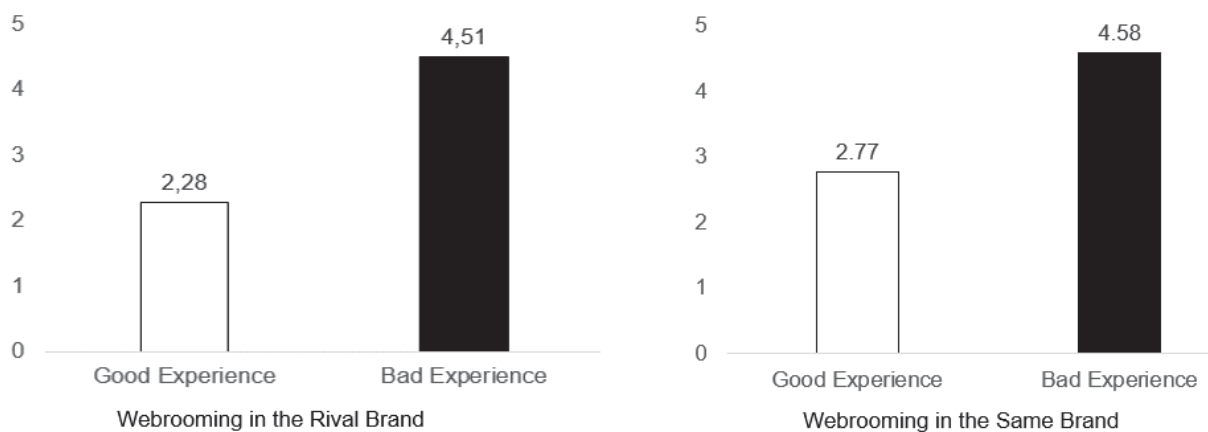


Figure 2: Study 1. The main effect of experience in webrooming behavior

3.2.3 Mediation Analyses

To test the mediation, we used Hayes (2013) model 4 with 5,000 bootstrapped samples. We performed two different models; in the first one, we put consumer experience as the independent variable, frustration as mediation, and webrooming in a rival brand as the dependent variable. The total effect of this model was significant (Effect = 2,2304; se = ,4489; $t = 4,9686$; $df = 100$; $p < .0000$). The direct effect of buying experience on webrooming in a rival brand was no significant (Effect = ,5368 se = ,6752; $t = ,7951$; $df = 100$; $p = ,4285$). The Indirect effect of Buying experience on webrooming in a rival brand via frustration was significant (Effect = 1,69368; CI 95% [.5741, 2.7097]).

In the second model we put consumer experience as independent variable, frustration as mediation, and webrooming in same brand as dependent variable. The total effect of this model was significant (Effect = 1,8058; se = ,4765; $t = 3,7897$; $df = 100$; $p = .0003$). The direct effect of buying experience on webrooming in the same brand was no significant (Effect = -,1233 se = ,7109; $t = -,1734$; $df = 100$; $p = ,8627$). The Indirect effect of Buying experience on webrooming in the same brand via frustration was significant (Effect = 1,9292 ; CI 95% [.8925, 3.1195]).

Discussion

Study 1 provided additional evidence for our prediction that a brand experience affects consumer webrooming behavior. In this study, we demonstrated that there is a complete mediation of frustration in our model. It indicates when consumers have a bad experience in an online store and not buy products, they feel frustrated.

We performed an analysis of the mediation effect of frustration and demonstrated that this emotion explains why people make webrooming in the same and the rival brand. However, how we proposed before, there are different levels of this emotion, and in the subsequent studies, we explore these differences.

In particular, frustration with online stores after had a lousy experience help us to explain why consumers engage in webrooming. These results complement previous research and show that some online stores can be responsible for webrooming behavior and not just consumer characteristics or opportunities to buy in a physical store (Arora & Sahney, 2019).

At last, we also tested in this study other possible mechanisms proposed in webrooming literature (see Arora & Sahney, 2019) to point out alternative explanations to webrooming (see appendix E); for example, we performed an analysis with people's website knowledge and trust on internet, but its effects were not significant in our model.

3.3 Study 2

In Study 2, we replicated our findings of study 1 and tested as a covariate brand relationship in our model to point out alternative explanations. We demonstrated how it affects consumer experiences and levels of frustration.

3.3.1 Method

Participants and Design. We recruited one hundred sixty-two participants living in Brazil (80,9% females, *Age* = 28,15; *SD* 10,824) from Facebook; all participants compete for a R\$ 50,00 voucher after finish the research. The design of the study was 2 (Experience:

good vs. bad) x 2 (Brand relationship: Strong vs. weak), the software randomly assigned people to one of four conditions.

Procedure. The manipulation in this study is equal to study 1; just the product was different in previous studies we used a pair of shoes in this one we used printer machine. We informed participants that this study was to investigate some consumption habits. To manipulate brand relationships, we asked them to think in a brand they have a strong (or weak) relationship; after that, they needed to write the name of the online store and why their relationship with the brand is strong (or weak). To manipulate the experience, we asked participants to remember a situation that they have a good (or bad) experience in an online store buying a product. After that, we asked them to write four phrases describing imagined experiences similar to the procedure used by Gilovich et al. (2015).

After writing all phrases, we asked them to imagine they are buying a printer machine in an online store they have the same relationship described before (strong or weak) and a similar experience as described earlier (bad or good experience) after it they answer our questions.

As study 1, we measured two questions of webrooming (in same or rival brands), participants also pointed their intention to defer to buying the product, buy in another online store, or buy in the same online store. People rated their intention to make any choice along with scales from 1 (strongly disagree) to 7 (strongly agree) and averaged. After it, they rated frustration level in a scale adapted from Susskind (2004) ($\alpha = .901$).

Manipulation check. Based on a 7 point scale anchored at “1 very bad experience to 7 very good experience”, participants rated their feeling of experience described before. As

expected, there is a significant difference between experience conditions ($M_{bad\ experience} = 3,29$ vs. $M_{good\ experience} = 4,89$, $p < .000$).

Participants also rated their level of relationship in a 7 point scale anchored at “1 weak relationship to 7 strong relationship”. As expected, there is a significant difference between the relationship conditions ($M_{Weak\ relationship} = 3,24$ vs. $M_{good\ relationship} = 5,47$, $p < .000$).

3.3.2 Mediation analysis

To test our model, we used Hayes (2013) Model 4 with 5,000 bootstrapped samples. We conducted this analysis in two models; in the first one, we performed the analysis using bad experience as the independent variable, brand relationship as a covariate, frustration as the mechanism, and webrooming in the rival brand as dependent variable (see figure 3).

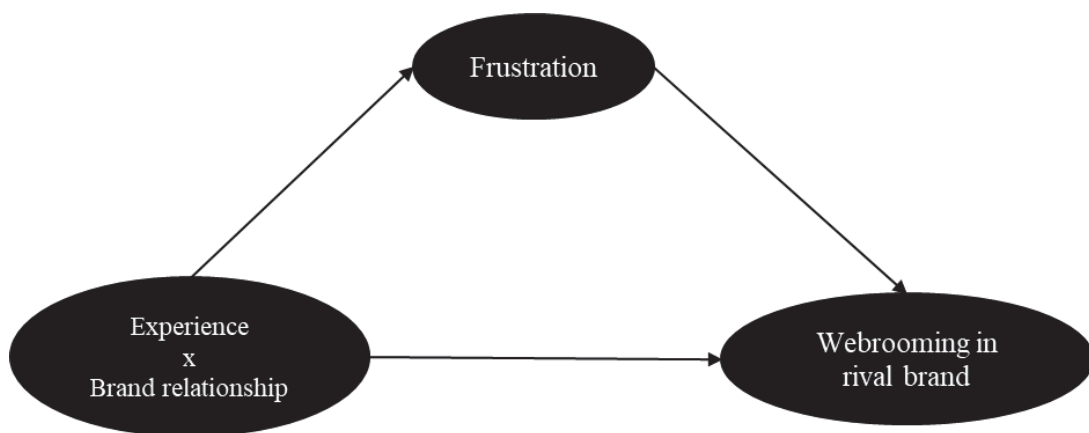


Figure 3: Study 2. Webrooming in the rival brand mediation model

As expected, we found a significant total effect in the interaction between consumer experience and brand relationship on webrooming in the rival brand (Effect = 1,2984; se = ,3424; $t = 3,7920$; $df = 157$; $p = .0002$). The direct effect of the interaction between consumer experience and brand relationship on webrooming in a rival brand was no significant (Effect = ,4764 se = ,3897; $t = 1,2224$; $df = 157$; $p = ,2234$). The Indirect effect of the interaction

between consumer experience and brand relationship on webrooming in a rival brand via frustration was significant (Effect = ,8220; CI 95% [.3445, 1.3662]).

In the second model, we performed the analysis using bad experience as the independent variable, brand relationship as a covariate, frustration as the mechanism, and webrooming in the same brand as the dependent variable (see figure 4).

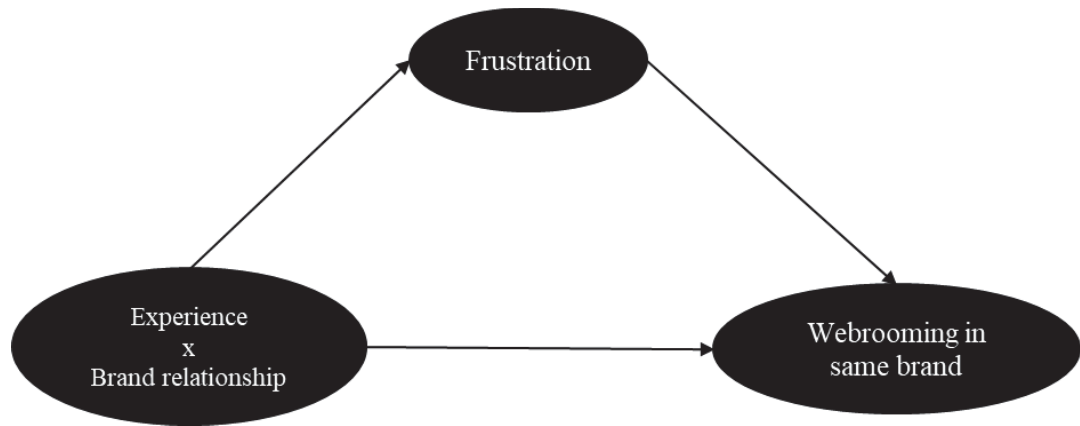


Figure 4: Study 2. Webrooming in the same brand mediation model

To Webrooming in the same brand there is no significant total effect of the interaction between consumer experience and brand relationship on webrooming in same brand (Effect = ,6648; se = ,3777; $t = 1,7602$; $df = 157$; $p = .0803$). The direct effect of the interaction between buying experience and brand relationship on webrooming in the same brand was no significant (Effect = -,0927 se = ,4362; $t = -,2126$; $df = 157$; $p = ,8319$). The Indirect effect of the interaction between buying experience and brand relationship on webrooming in the same brand via frustration was significant (Effect = ,7576; CI 95% [.2837, 1.2837]).

To better understand the effects of brand relationships, we performed an analysis testing the results of this variable in our model (see table 1).

Variables	Effect	se	t	df	p
Brand Relationship → Frustration	-1.049	0.2784	-3.768	158	0.0002
Brand Relationship → webrooming rival brand	-1.202	0.3405	-3.53	158	0.0005
Brand Relationship → webrooming same brand	-0.203	0.3811	-5333	158	0.5945

Table 1: Analysis of the brand relationship

It is possible to note that brand relationship affects people's frustration negatively, and reduce their intention to perform webrooming in the rival brand, however, it not change their plan to engage in webrooming in the same brand.

3.3.3 Frequency of webrooming analysis

As a complementary analysis, to illustrate people engaged in webrooming behavior in figure 5, we present the number of consumers in a good or bad experience condition that pointed out their intention to make webrooming. It is possible to note that in a bad experience condition, there is a higher frequency in both webrooming comparing with good experience.

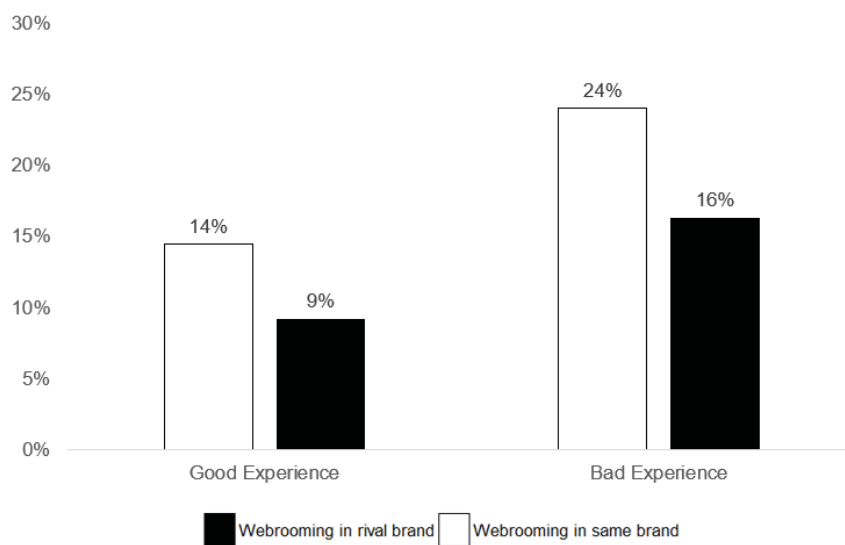


Figure 5: Frequency of webrooming

Figure 5 support us to understand the frequency of people who chose to engage in webrooming (same or rival brand) in both manipulation condition (Experience: Bad vs. Good). In this case, who had a bad experience tend to perform more in both types of this behavior.

In both experiences conditions, there is a natural tendency for people to prefer webrooming in the same brand. It could happen because they have a previous relationship with the company. This possible explanation is investigated forward in this study. It also guided us to investigate why it happens and even helped us to develop the study three and tested these results in logistic regression.

3.3.4 Discussion

Study 2 provided additional evidence for our prediction that experience affects both webrooming behaviors via frustration. Participants who had a bad experience are more engaged in webrooming. When someone has a bad experience and a strong relationship with the brand, they felt more frustrated and tend to engage more in webrooming, comparing with those who have a weak relationship with the brand.

The brand relationship affects consumer frustration and webrooming but not interact with our model. These results point out the explanation of brand relationships in the consumer's offline choice. The experience generated in online stores is responsible for leading them to webrooming in both cases.

We also tested some previous mechanisms (see appendix F) established in webrooming literature and point out some explanations like switching costs as a possible explanation to people engage in webrooming.

These results help to understand better influences of consumer experience on webrooming and to point out the explanation of the brand relationship. In the next study, we eliminate this variable in our model.

3.4 Study 3

In Study 3, we aim to replicate our findings of studies 1 and 2. We investigated motives that carry people webrooming in the same rival brands using frustration and perception of channel integration as possible mechanisms to explain consumer preferences.

3.4.1 Method

Participants and Design. We recruited four hundred seventy-five participants living in Brazil (82.5% females, *Age* = 36.97; *SD* = 21.20) from Facebook; all participants compete for a R\$ 50,00 voucher after finish the research. The design of the study was a single factor with two conditions (Experience: good vs. bad), and the software randomly assigned participants to one of both states.

Procedure. The manipulation in this study is equal to study 2. We informed participants that this study was to investigate some consumption habits. To manipulate the experience, we asked them to remember a situation they had a good (or bad) experience in an online store buying a product. After, we asked them to write three phrases describing imagined experiences similar to the procedure used by Gilovich et al. (2015).

After writing all the phrases, we asked them to imagine they are buying a printer machine in an online store, and they are having a similar experience they described before

(experience: bad vs. good). After they imagined it, they chose just one of four options to buy the product; the possibilities were: Buy the product on the same website, defer to purchase the product, buy the product on the rival brand website or make webrooming.

People who not chose the webrooming option were at manipulation check and control questions. Who decided for webrooming needed to point the type of webrooming (In same or rival brands) (see figure 6).

After chose the type of webrooming, people answered the frustration scale ($\alpha = .892$), perception of integration scale adapted from Frassetto & Miquel (2017) ($\alpha = .733$), and were conducted to manipulation check and control questions (see figure 6).

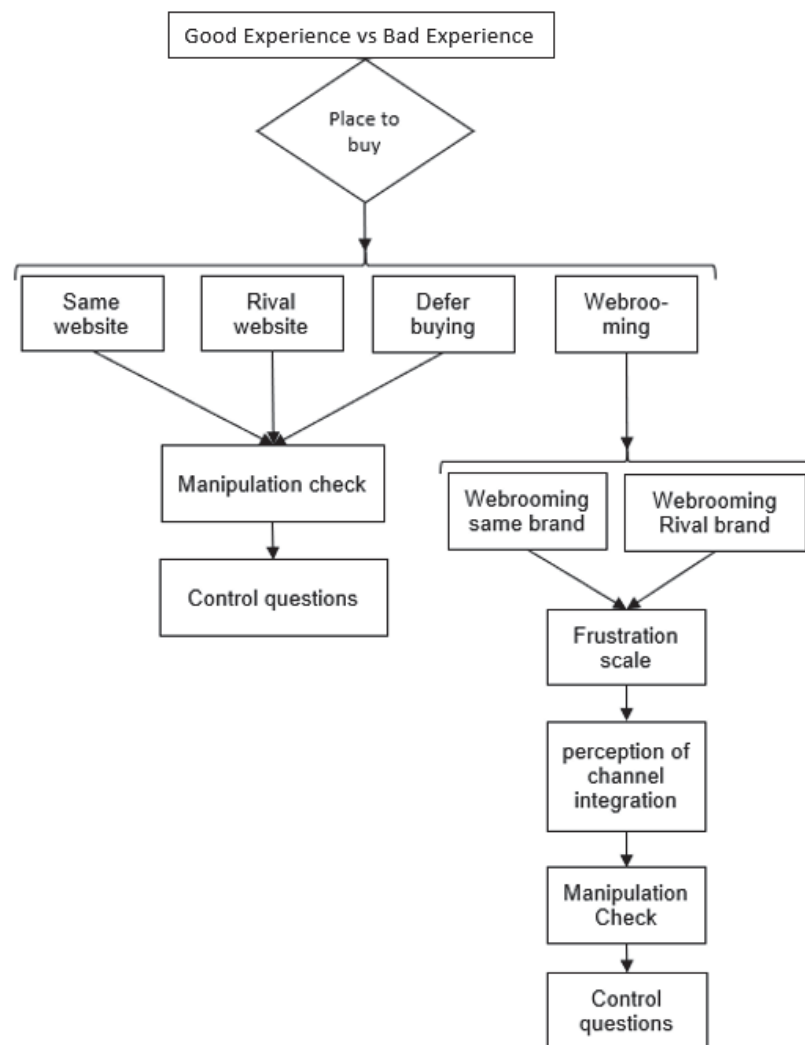


Figure 6: Fluxogram of questions

Manipulation check. Based on a 7 point scale anchored at “1 very bad experience to 7 very good experience”, participants rated their feeling of experience described before. As expected, there is a significant difference between the experience conditions ($M_{bad\ experience} = 2,82$ vs. $M_{good\ experience} = 6,41$ $p < .000$).

3.4.2 Frequency of webrooming

In this section, we present the frequency of people in a good or bad experience condition and their intention to engage in four proposed behaviors (see figure 7)

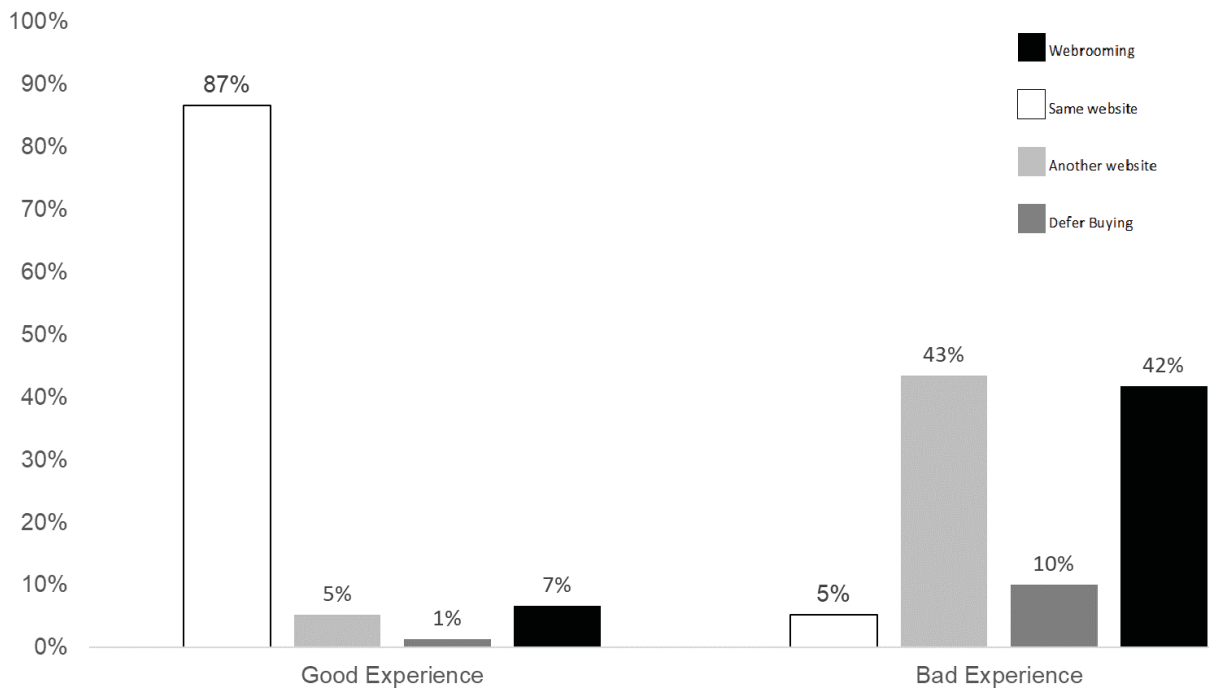


Figure 7: Frequency of consumer choices

It is possible to note that in this study, people who had bad experience tend to perform more webrooming than those who had a good experience. How we proposed earlier, some people prefer to search for another website; however, in the same way, some people tend to choose a physical store. It matches our previous results, indicating that bad experience

carries people to perform more webrooming. Here, we can also see the frequency of people who have a good experience and perform this behavior.

It indicates that some people have traits and personal characteristics that carry them to webrooming, as demonstrated in Arora & Sahney (2019) research, but we aim to explore the effects of a bad experience on this behavior that is more frequent in a bad experience condition.

3.4.3 Results and Discussion

To replicate our main effect, we perform logistic regression using experience as an independent variable we coded: 0= good experience and 1 = bad experience. As a dependent variable, we put who engage or not in webrooming: 1 = people who make webrooming and 0 = not make webrooming.

The logistic regression revealed a significant difference between consumer experience on webrooming behavior ($\chi^2 (1) = 86,005$; $p < .000$, R^2 Nagelkerke 0,245) and the odds ratio also was significant in our model (OR = 10,089; CI = 5,642 ; 18,040).

Besides, we tested frustration as an explanation for consumers to decide between both webrooming. We used to make logistic regression just people who have a bad experience and chose webrooming behavior in the same or rival brands.

We performed a logistic regression using frustration as independent variable and webrooming: 0 = Webrooming in the same brand; 1 = webrooming in the rival brand as dependent variable. The results revealed a significant difference in frustration between two types of webrooming ($\chi^2 (1) = 5,772$; $p = 0,016$, R^2 Nagelkerke 0,073) and the odds ratio also was significant in our model (OR = 1,335; CI = 1,049 ; 1,700).

To test the alternative explanation, we perform an analysis using the perception of channel integration as a trigger of webrooming. We tested this variable in a logistic regression as the dependent variable and webrooming: 0 = Webrooming in the same brand; 1 = webrooming in the rival brand, as an independent variable. The results revealed a not significant difference between both types of webrooming ($\chi^2(1) = 1.910$; $p = 0.167$, R^2 Nagelkerke 0.025).

Study 3 provided additional evidence for our prediction that bad experience (vs. Good) leads people to engage in webrooming. Results of logistic regression revealed that those who had a bad experience tend to perform more webrooming than those who have a good experience. Study 3 replicates the main effect showed in 3 previous studies.

Also, this study helps us to understand better why some consumers opted for the same or rival brands. The logistic regression indicates those who make webrooming in the competing brand more frustrated than those who chose the same brands. A possible explanation of increasing frustration is the intensity of experience imagined by people.

We also tested in a logistic regression other possible explanations for both webrooming behaviors (see appendix G) like switching costs for people change their intention to chose another brand to engage in this behavior, but this variable did not affect their plan to make a cross channel.

In sum, study 3 also helps us to explore better the perception of channel integration on consumer decisions. Results revealed that perception of channel integration did not affect consumer preference for webrooming. It reinforces frustration as a mechanism.

4 GENERAL DISCUSSION

As demonstrated by Arora & Sahney (2019), people engage in webrooming because they perceive some benefits to search in online stores and shop in physical stores. They also feel smarter and think of it as a good buying experience (Belanche et al., 2017). In this research, we explored the effects of bad experiences and how it affects people behavior.

More specifically, we show that people who take bad (vs. good) experiences tend to engage more in webrooming (H1). Further, four studies performed in this research enable us to hold our hypothesis 1. In all studies, we replicated results and confirm bad experiences as a trigger to webrooming in the same or rival brands. It contributes to the literature showing that there are brand-owned (e.g., fails, poor website, etc.) elements responsible for conducting them to this behavior.

Likewise, looking at previous research, we found evidence that frustration could be the mechanism underlying the main effect in our model (H2) (Guchait & Namasivayam, 2012). In study 2, we tested this hypothesis, and as proposed, frustration mediates the relation between variables. To summarize, when someone has a bad experience, the level of frustration conducts them to make webrooming, these results support our hypothesis 2.

In particular, it happens because the level of frustration is related to perceived severity of experiences, people who sensed it severely tend to feel more frustration and be inclined to avoid stores that generate those experiences, if it happens in an online store they tend to perform webrooming (Guchait & Namasivayam, 2012; Stauss et al., 2005).

Initially, previous research revealed that the level of brand relationship affects people's attitudes and behaviors with the brand and could lead them to different outcomes in webrooming (Kwon & Lennon, 2009). To point out this explanation, in study 2, we performed some analyses with brand relationships as a covariate.

Results revealed when the consumer has a bad experience but a strong relationship with brands, they tend to engage less in webrooming. It happens because people have higher levels of loyalty and satisfaction with online stores (Lemon & Verhoef, 2016). In sum, the previously good relationship leads them to have more flexibility with fails and try to shop on the same website (Choi et al., 2017).

Besides, these differences in brand relationships (strong vs. weak) not explain why people engage in webrooming in the same or rival brands. This variable reduces their intentions to perform this behavior but not explain cross channel choice.

Given this result, it could happen because we manipulate consumers using shoes and printer machine to them make a choice. These products could be commodities, and in this type of decision, they give more weight to functional characteristics, and brands are not the first thing considered in choices (Anderson et al., 2014; Cervellon et al., 2015).

Concerning to previous research, there is no more precise distinction between some variations on webrooming. Consequently, we aim to contribute to the literature, explaining some differences and changes in this behavior. We introduced it and demonstrated why consumers perform more webrooming in the same or rival brands.

Regarding both types of webrooming, one explanation for differences in consumer preference is the perception of channel integration. It occurs when a brand makes it easier for people to find a physical store to shop. For example, people can buy the product on the internet and get it in physical stores (Brynjolfsson et al., 2013; Li et al., 2018).

So far, to explore it, in study three, we tested the perception of channel integration as a possible explanation for that variation on webrooming. With our sample, the relationship between those variables was not significant, and consumer perceptions of channel integration not affected their preferences.

As a result, study 3 also revealed those who choose webrooming in rival brands felt more frustrated than those who perform webrooming in the same brands. It happens because people tend to avoid another contact with brands and are inclined to go to a rival brand (Steenburg et al., 2013).

Therefore, we performed logistic regression and used a scale anchored in 1 low level of frustration and 7 high levels of frustration to find the cut point to people engage in webrooming. Results revealed that when the intensity of bad experiences is over 4.04, people tend to hold this behavior. These results also help us to support our hypothesis 2a.

Concerning consumer experience, previous research demonstrated that there are different kinds of it, for example, Schmitt (1999), showed five different types of consumer experience (*i.e.*, sensorial, affective, cognitive, physical and social) and proposed that it could lead people to vary behaviors because of the peculiarities of any experience.

To point out these explanations in our model, in study 3, we compiled qualitative responses to what was the imagined bad experiences. People pointed to some different types: delivery problems, product problems, poor website design, low loading page, etc. We can frame these types of adverse experiences in one of five categories created by Schmitt (1999).

Besides, we coded these responses and tested these variations of a bad experience and use it in a moderation analysis; after tested it, we can conclude that in our model, the type of bad experience not affected consumer outcomes.

In other words, it not affected consumer intentions to engage in webrooming; in contrast, the intensity of experience can explain this variation. More severe experiences produce more frustration with online stores and justify the cross channel to a physical store.

Moreover, differences in the perceived severity of bad experience and an increase in frustration can explain some behaviors observed in this research. First, a bad experience that triggers low levels of frustration leads people to search in another online marketplace because

it is easier to solve the problem and they do not have a great necessity to regulate the emotion (Steenburg et al., 2013; Strebel, O'Donnell, et al., 2004).

Second, more severe bad experiences trigger more frustration at the point to consumers reduce their reliability against online marketplaces, and it leads them to engage more in webrooming comparing with people who have a good experience and not feel frustrated (Steenburg et al., 2013; Strebel, O'Donnell, et al., 2004).

Third, we found a significant effect of frustration between both webrooming. People who perceive bad experiences more severely felt more frustrated and between webrooming options go away from the brand and make the cross channel to a rival brand.

First of all, it is necessary to point here that the perceived severity of bad experience depends not just on current experiences but the sum of it with previous experiences with brands (Kwon & Lennon, 2009; Shaw & Ivens, 2002). It can also impact their levels of frustration and explain why they perform webrooming in rival brands.

To summarize, when someone has a bad experience online, the most common thinking is that people go to another website; we show that it is not always true; usually, some people go to a physical store to buy the product.

5 THEORETICAL AND MANAGERIAL IMPLICATIONS

Our research provides some contributions to webrooming literature. First, we show in a causality model some triggers of webrooming demonstrating that not just consumer characteristics or social influence conduct people to engage in this type of cross channel, in this situation, a fails made by brands create bad experiences and also lead them to make it.

As a result, we also present a brand-owned (e.g., Poor website, bad online structure, etc.) components to conduct people to this behavior. Our results complement findings of previous research and increase the comprehension of webrooming phenomenon.

Second, we investigate the psychological mechanism underlying the effects of a bad experience on webrooming. Previous research looks at environmental aspects and consumer characteristics to explain it. However, they not looked to psychological aspects carrying consumers to it. Therefore, looking at this gap, we use an experimental methodology to explore causality and some mechanisms in this kind cross channel behavior.

At the same time, we show that frustration is the mechanism to explain why consumers engage in webrooming and not just opted for another online marketplace. Bad experience and high levels of frustration lead people to purchase in physical stores (Arnold et al., 2005).

Finally, we introduce an explanation of both types of webrooming. Previous research not explored differences between this type of cross channel (Arora & Sahney, 2019; Fernández et al., 2018; Carlos Flavián et al., 2019; Jing, 2018; J. Y. M. Kang, 2018). Moreover, we show when someone had a bad experience and makes webrooming, they can do it in the same or rival brands stores. For example, when the consumer has a bad experience in the Walmart online store, they can go to Walmart's physical store, or they can go to Best buy physical store.

In this case, we start to investigate differences in these types of webrooming and showed that one mechanism to explain this variation in consumer choice is the level of frustration engendered with bad experiences. In other words, when people have a severe experience, they tend to go to physical rival brands stores to avoid this emotion and restore the well being (Arnold et al., 2005; Brakus et al., 2009).

Besides, our study also brings managerial implications. First of all, the principal results reinforce the importance of investing in experiences and solve consumer problems faster to avoid their migration to a physical store.

Anyway, if brands have both channels is necessary to integrate better and offer the possibility to them opted for webrooming in the same brand to solve problems. People who have stronger relationships feel more frustrated with the brand before engaging in webrooming, and it can affect long term relationships.

Additionally, how who makes webrooming in rival brands are more frustrated managers need strategies to reduce the frustration of consumers after a brand fails on internet if the consumer did not perform webrooming most common reaction is to search a rival brand's website, reduce this emotion could avoid this migration.

One possibility for managers is improving online structure to avoid people migrating to other websites or webrooming in another brand. Low time for load page, for example, increase people satisfaction and 1 second more to load a page reduce 0,5% in conversion rate.

In this research, we tested all types of adverse experiences (e.g., attendance, website fails, delivery problems, etc.). All kinds of bad experiences conduct to same results, in this case, is necessary to improve the overall consumer experiences.

In sum, the reduction in consumers' frustration conducts people to buy on the same site or go to a physical store in the same brand. The brands that do not have a physical store need to improve more their strategies and reduce their possibilities of fail.

6 LIMITATIONS AND FUTURE RESEARCH

This research presents some limitations and possibilities for future research. The first possibility for future research is the perception of channel integration as a mechanism to explain why consumers make webrooming in the same or rival brands. With our sample size, the effects of this variable were not significant, increase the sample might explain it.

There are two essential dimensions of perceptions of channel integration; the first is reciprocity that permits people to cross channel during the buying process; the second dimension refers to coordination that is the alignment between online and offline channels (Frasquet & Miquel, 2017).

Maybe, test those dimensions as mechanisms help to explain consumer preferences on webrooming because more perceived facility to migrate for online channel to a physical store can conduct consumer to engage in webrooming in the same brand. Conversely, low levels of coordination or a no existence of a physical store lead people to a rival brand.

Another possible mechanism to explore in our model is the disappointment with the brand. When someone had a bad experience, people tend to have frustration against the brand. However, they also can have disappointment with the company (Yi & Baumgartner, 2004).

This disappointment conducts people to have less engagement with the trigger of this emotion, and it can affect their next behavior (Yi & Baumgartner, 2004). In webrooming situation, a higher level of disappointment can take people to disengage with the brand that generates bad experience and go to a rival brand to finish the buying process.

We did not test variables to reduce people's intention to make webrooming. There are some alternatives to decrease their plans and improve online sales. The first variable to reduce webrooming is the time to solve bad experiences generated in the online buying process.

If the brand fails to offer a good experience, reduce the time to solve the problem is an excellent manner to maintain consumer in the website it avoids people to engage in the cross channel and brands can perform better in those situations (Roehm & Brady, 2007).

Another alternative to reduce people's intention to perform webrooming in a rival brand is the brand personality. It affects people to connect with the brand and influence their reactions with the brand fails (Swaminathan et al., 2009).

When the brand has an enthusiastic personality, people tend to accept more failures (Bajac et al., 2018; Swaminathan et al., 2009). In our model, compare a sincere vs. excited brand can help to explain people's webrooming choice. We propose that excited brands lead people to engage in webrooming in the same brand and sincere conduct them to a rival brand.

At last, Brands can use social components after it fails to reduce people's intention to make webrooming. For example, it is possible to show for a consumer some positive online reviews made by other people on the website. When they see these reviews, they can have a positive reaction and try again to buy the product because online reviews affect people's choices online (Zhang et al., 2014).

This research also has some limitations. First, in studies one and two, all people answer the five questions of possible choices (i.e., both webrooming, defer to buy, buy on the same website, buy in a rival website), maybe it could lead to a carryover effect between options.

Second, we tested the relations in the laboratory; it is possible to use big data and explore better other triggers of webrooming. Using consumer navigation data and geo-localization is possible to study this phenomenon differently. There are some variables to be examined and complement our proposed model.

Third, when we tested the influence of brand relationships, we did not control the brand. We asked people to think in one brand they have a good relationship. Maybe some

brand characteristics (e.g., brand personality, brand market share, etc.) can also influence people's choices.

At last, in study 3 was not possible to test the entire model including frustration as the mechanism because of people did not choose webrooming alternative not answered frustration scale it happens because the experimental design adopted in this research

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APPENDIX A

pre-test - Script

Introduction

Hello, you start research at the Federal University of Paraná. Because the information in this study can be used in academic research, the entire research is conducted ethically and safely. If you agree to participate, please read the instructions carefully.

Research Proposal: This research is to check out some buying habits.

Duration: This survey takes an average of 10 minutes to complete.

Risks: You do not correspond to any risks associated with your participation.

Confidentiality: Your identity will be kept confidential as required by law. Your name or any information will not be used.

Voluntary Participation: Your participation in this study is voluntary. There is no penalty if you do not wish to participate.

Contact Information: Djonata Schiessl. Department of Administration. The Federal University of Paraná. Lothário Meissner Avenue 632. 2nd-floor room 17. Curitiba-PR.

By clicking the "Next" button, you declare that all instructions above voluntarily agree to participate in the survey

Page break

Now, please, we need you to read the following instructions carefully.

Page break - Experience Manipulation

Please, we need you to think about a purchase you have already made on the internet where the overall experience was great (vs. Bad). We need you to remember from the moment you started researching the product until the checkout on a website.

Now, please, we need you to write five short sentences that describe this experience showing why it was so good (vs. bad).

Phrase 1 _____

Phrase 2 _____

Phrase 3 _____

Phrase 4 _____

Phrase 5 _____

Page break

Now we need you to imagine that you are buying shoes on a website.

During this purchase, your experience is being as good as (vs. bad) the experience you remembered earlier.

Based on this great (vs. Bad) experience you are having with this purchase, please answer the following questions.

Page break - Dependent variable measure

Considering the good experience (vs. bad) you are having (and acknowledging that you have the money and are willing to buy the shoes), point out how likely you are to take the following actions. Being 1 Strongly Disagree to 7 Strongly Agree.

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I would buy the product in this e-commerce							
I would not buy the product on the internet and would go to a physical store to buy it							
I would give up to buy the product							
I would buy the product in another e-commerce							

Page break - Perceived control scale

Still thinking about the great (vs. bad) experience you are having, point out how well you agree with the following statements. Being 1 Strongly Disagree to 7 Strongly Agree.

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
I believe I have the ability to purchase on this website							
If it was entirely up to me, I feel I would be able to buy from this site							
I feel confident to purchase on this website							
I feel like I have control over making this purchase now							

Page break - Dependent variable (single choice)

Still thinking about the great (vs. bad) experience, you are having with the buying process, please tick your decision regarding the purchase of shoes (please tick only one)

- ☐ I would buy the product in this e-commerce
- ☐ I would not buy the product on the internet and would go to a physical store to buy it
- ☐ I would give up buying the product
- ☐ I would buy the product on the internet but in another e-commerce

Page break – Time to purchase the product

Now, thinking about the great (vs. Bad) experience you are having and that you are going to buy the shoes, please tick how long it would take you to make the purchase. Please enter the number of days (NOTE: Use only numbers).

Page break - Control questions

Still thinking about the great (vs. bad) experience and shopping situation of the shoes, we need you to mark your agreement with the following statements: 1 Strongly Disagree to 7 Strongly Agree.

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
I am willing to buy this product							
The e-commerce I imagined is a well-recognized website							
The research scenario is realistic							
overall, my internet experiences are good							
My purchase decision is easy to justify							
I trust my ability to look for secure websites to make an online purchase							
I have the knowledge to know if a site has good quality							
the experience I had is related to the website							
the experience I had is related to the product							
I do not trust the internet to shop online							
I usually buy a product in the place I am most used to because it is more comfortable							

Page break – Open-ended questions

Before answering the last questions, we need to remind you of the choice you made when buying shoes (Going to a physical store, switching websites, or giving up shopping), and point out a reason that would make you change options._____.

Page break

Before you complete and you receive your code for the draw, we need you to provide us with some information about you.

Page break – demographic questions

Gender

- ☐ Male
- ☐ Female

Age_____

APPENDIX B

Study 1 - Script

Introduction

Hello, you start research at the Federal University of Paraná.

Because the information in this study can be used in academic research, the entire research is conducted ethically and safely. If you agree to participate, please read the instructions carefully.

Research Proposal: This research is to check out some buying habits.

Duration: This survey takes an average of 10 minutes to complete.

Risks: You do not correspond to any risks associated with your participation.

Confidentiality: Your identity will be kept confidential as required by law. Your name or any information will not be used.

Voluntary Participation: Your participation in this study is voluntary. There is no penalty if you do not wish to participate.

Contact Information: Djonata Schiessl. Department of Administration. Federal University of Paraná. Lothário Meissner Avenue 632. 2nd-floor room 17. Curitiba-PR.

By clicking the "Next" button, you declare that all instructions above voluntarily agree to participate in the survey.

Page brake

Now, please, we need you to read the following instructions carefully.

Page break – Experience manipulation

Please, we need you to think about a purchase you have already made on the internet where the overall experience was great (vs. bad).

We need you to remember from the moment you started researching the product until the checkout on a website.

Now, please, we need you to write four short sentences that describe this experience showing why it was so good (vs. bad).

Phrase 1 _____

Phrase 2 _____

Phrase 3 _____

Phrase 4 _____

Page break

Now we need you to imagine that you are buying a pair of shoes on a website.

During this purchase, your experience is being as good as (vs. bad) the experience you remembered earlier.

Based on this great experience (vs. Bad) you are having with this purchase, please answer the following questions.

Page break – dependent variables measure

Considering the good experience (vs. Bad) you are having (and acknowledging that you have the money and are willing to buy the shoes), point out how likely you are to take the following actions. Being 1 Strongly Disagree to 7 Strongly Agree.

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I would buy the shoes on this website							
I would not buy the shoes on internet, and I would go to a physical store of the same brand to buy it							
I would give up to buy the shoes							
I would buy the shoes on the internet but another website							
I would not buy the shoes on the internet, and I would go to a physical store of a different brand to buy it							

Page break – Dependent variable single choice

Among the possible purchase options below, which would you do:

- I would buy shoes on this website
- I would not buy shoes on the internet and would go to a physical store of the same brand to buy it
- I would give up buying the shoes
- I would buy shoes on the internet but another website
- I would not buy shoes on the internet and would go to another physical store to buy it

Page break – Frustration scale

Still thinking about the great experience (vs. bad), you are having, point out how well you agree with the following statements. Being 1 Strongly Disagree to 7 Strongly Agree.

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
This shopping experience has frustrated me							
the service of this website frustrated me							
This buying process has frustrated me							

Page break – manipulation check

Now we need you to think about the experience you described and mark its intensity, from 1 - Very Bad to 7 - very good.

	1 - Very bad experience	2	3	4	5	6	7 - very good experience
The intensity of the described experience							

Page break – Control questions

Still thinking about the great experience (vs. bad) and shopping situation of the shoe, we need you to mark your agreement with the following statements: 1 Strongly Disagree to 7 Strongly Agree

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I am willing to buy this product							
The research scenario was realistic							
I have the knowledge to know if a site has good quality							
I do not trust on the internet to shop online							
I usually buy a product in the place I am most used to because it is more comfortable							
I was disappointed with my shoe shopping experience							
I am satisfied with the purchase of shoes							
The shopping experience I had was because of the company							
The shopping experience I had was because of me							
The experience generated in this purchase left me wellbeing							
If the company provided a discount, I would buy on this website							
If over than 1500 people purchased on the website, I would buy on this website							

Page break – Demographic questions

Before you complete and you receive your code for the draw, we need you to provide us with some information about you.

Gender

- Male
- Female

Age: _____

APPENDIX C

Study 2 - Script

Introduction

Hello, you start research at the Federal University of Paraná.

Because the information in this study can be used in academic research, the entire research is conducted ethically and safely. If you agree to participate, please read the instructions carefully.

Research Proposal: This research is to check out some buying habits.

Duration: This survey takes an average of 10 minutes to complete.

Risks: You do not correspond to any risks associated with your participation.

Confidentiality: Your identity will be kept confidential as required by law. Your name or any information will not be used.

Voluntary Participation: Your participation in this study is voluntary. There is no penalty if you do not wish to participate.

Contact Information: Djonata Schiessl. Department of Administration. Federal University of Paraná. Lothário Meissner Avenue 632. 2nd-floor room 17. Curitiba-PR.

By clicking the "Next" button, you declare that all instructions above voluntarily agree to participate in the survey.

Page break

Now, please, we need you to read the following instructions carefully.

Page Break – Brand relationship manipulation

Please, we need you to think of an online store that you have a weak (vs. strong) relationship (A store you bought a few times, and would not/recommend it to your friends)

Next, we need to write the name of the online store and why your relationship with it is weak (vs. strong)

Online Store Name _____

Why is your relationship being weak (strong)? _____

Page break – Shopping experience manipulation

Now we need you to imagine that you are buying a printer from an online store and that despite your weak (vs. strong) relationship with the company, your shopping experience is being great (vs. bad).

Imagine you have a great (vs. bad) experience from the moment you started researching the product until you finished shopping at this online store.

Then please write three sentences describing the feeling of having a significant (vs. bad) shopping experience.

Why was the shopping experience so great (vs bad)?

Page break – Dependent variable measure

Thinking about your weak (vs. strong) relationship with the online store and the great (vs. weak) experience you are having (and considering you have the money and are willing to buy the printer), point out how likely you are to take the following actions. Being 1 Strongly Disagree to 7 Strongly Agree.

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I would buy the printer machine at this online store							
I would give up to buy the printer machine							
I would buy the printer machine on the internet but in another online store							
I would not buy the printer machine on the internet, and I would go to a physical store of the same brand to buy it							
I would not buy the printer machine on the internet, and I would go to a physical store of a rival brand to buy it							

Page break – dependent variable single choice

Among the possible purchase options below, which would you do:

- ☐ I would buy the printer at this online store
- ☐ I would give up buying the printer
- ☐ I would buy the printer on the internet but in another online store
- ☐ I wouldn't buy the printer on the internet and go to a physical store of the same brand as the online store
- ☐ I would not buy the printer on the internet and would go to a physical store of another brand to buy it
- ☐

Page break – Frustration scale

Still thinking about your weak (vs. strong) relationship with the online store and the great (vs. bad) experience you are having, point out how much you agree with the following statements. Being 1 Strongly Disagree to 7 Strongly Agree.

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
This shopping experience has frustrated me							
the service of this website frustrated me							
This buying process has frustrated me							

Page break – Manipulation check experience

Now we need you to think about the experience you described and mark its intensity, from 1 - Very Bad to 7 - very good

	1 - Very bad experience	2	3	4	5	6	7 - very good experience
The intensity of the described experience							

Page break - Manipulation check brand relationship

Now we need you to think about your relationship with the online store you described and tick its intensity from 1 - Very weak to 7 - Very Strong.

	1 - very weak relationship	2	3	4	5	6	7 - Very strong relationship
The intensity of the relationship with the online store							

Page break – control Questions

Still thinking about your weak (vs. strong) relationship with the online store and the great (vs. bad) experience of buying the printer, we need you to mark your agreement with the following statements: 1 Strongly Disagree to 7 Strongly Agree

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
I am willing to buy this product							
The research scenario was realistic							
I do not trust on the internet to shop online							
I usually buy a product in the place I am most used to because it is more comfortable							
I think that printer machine purchase was efficient							
I am satisfied with the purchase of shoes							
The shopping experience I had was because of the company							
The shopping experience I had was because of me							

The experience generated in this purchase left me wellbeing							
If the company provided a discount, I would buy on this website							
If over than 1500 people purchased on the website, I would buy on this website							
My purchase decision was to reduce the risks							
I prefer to buy products in physical stores							
If you are paying attention to this question point 3 in this alternative							
Looking for the easiest way to buy the product							

Page Break – demographic questions

Before you complete and you receive your code for the draw, we need you to provide us with some information about you.

Gender

- ☐ Male
- ☐ Female

Age: _____

APPENDIX D

Study 3 - Script

Introduction

Hello, you start research at the Federal University of Paraná.

Because the information in this study can be used in academic research, the entire study is conducted ethically and safely. If you agree to participate, please read the instructions carefully.

Research Proposal: This research is to check out some buying habits.

Duration: This survey takes an average of 10 minutes to complete.

Risks: You do not correspond to any risks associated with your participation.

Confidentiality: Your identity will be kept confidential as required by law. Your name or any information will not be used.

Voluntary Participation: Your participation in this study is voluntary. There is no penalty if you do not wish to participate.

Contact Information: Djonata Schiessl. Department of Administration. Federal University of Paraná. Lothário Meissner Avenue 632. 2nd-floor room 17. Curitiba-PR.

By clicking the "Next" button, you declare that all instructions above voluntarily agree to participate in the survey.

Page break

Now, please, we need you to read the following instructions carefully

Page break – Experience manipulation

Please, we need you to think about a purchase you have already made at an online store where the overall experience was poor (vs. good).

We need you to remember from the moment you started researching the product until you finished shopping at this online store.

Now, please, we need you to write three short sentences that describe this experience showing why it was so bad (vs. good).

- Phrase 1 _____
- Phrase 2 _____
- Phrase 3 _____

Page break

Now we need you to imagine that you are buying a printer from an online store.

During this purchase, your experience is being as bad as (vs. good) the experience you remembered earlier.

Based on this bad (vs. good) experience you are having with this purchase, please answer the following questions.

Page break - dependent variables

Considering the bad (vs. good) experience you are having (and considering that you have the money and are willing to buy the printer), point out which option you would make next.

- I would buy the printer at this online store
- I would give up buying the printer
- I would buy the printer on the internet but in another online store
- I wouldn't buy the printer on the internet and go to a physical store to buy it

Page break – webrooming

Thinking about the physical stores to make the purchase, which option would you choose?

- I would go to a physical store of the same brand as the online store to finalize the printer purchase
- I would go to a physical store of a different brand than the online store to finalize the printer purchase

page break – Open question

Now, please, we need you to write a sentence explaining why you decided to buy it at this location. _____

Page break – Maintains relationship scale

Still thinking about where you made the purchase, we need you to answer the following questions and mark how much you agree with the statements. Being 1 Strongly Disagree to 7 Strongly Agree.

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I chose this physical store to give a second chance to the brand							
I chose this physical store because I would like to try something new							

Page break – frustration scale

Still thinking about the bad (vs. good) experience you are having, point out how much you agree with the following statements. Being 1 Strongly Disagree to 7 Strongly Agree.

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
This shopping experience has frustrated me							
the service of this website frustrated me							
This buying process has frustrated me							

Page break – Perception of channel integration scale

Still thinking about the bad (vs. good) experience you are having, we need to remind you of the store you envisioned at the beginning of the survey and point out how much you agree with the following statements. Being 1 Strongly Disagree to 7 Strongly Agree

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I believe there is a strong connection between the online store brand and the physical store (including logo and slogans)							
The services I get at the physical store and online store are very similar							
It is easy to find information about this brand's physical stores on its website							
When I am on the brand's website, I can Easily know if there is a product in a physical store so I can buy							

Page break – manipulation experience

Now we need you to think about the experience you described and mark its intensity, from 1 - Very Bad to 7 - very good

	1 - Very bad experience	2	3	4	5	6	7 - very good experience
The intensity of the described experience							

Page break – Buying control questions

Still thinking about the bad (vs. Good) experience and status of the printer purchase, we need you to mark your agreement with the following statements: 1 Strongly Disagree to 7 Strongly Agree

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
I would shop again at this online store							
The experience of buying the printer machine affected my relationship with the brand negatively							
Due to my experience, I would pay more for online store services							

Page break – Control questions

Still thinking about the bad (vs. good) experience and status of the printer purchase, we need you to mark your agreement with the following statements: 1 Strongly Disagree to 7 Strongly Agree

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I am willing to buy this product							
The research scenario is realistic							
I do not trust the internet to shop online							
I usually buy a product in the place I am most used to because it is more comfortable							
I am satisfied with the purchase of the printer machine							
The shopping experience I had was because of the company							
The shopping experience I had was because of me							
The experience generated in this purchase left me wellbeing							

Page break – Demographic questions

Before you complete and you receive your code for the draw, we need you to provide us with some information about you.

Gender

- ☐ Male
- ☐ Female

Age: _____

APPENDIX E

Study 1 additional tests

ANOVA tests of all dependent variables

		Sum of Squares	df	Mean Square	F	Sig.
Buy in the same Website	Between Groups	293.105	1	293.105	76.721	0.000
	Within Groups	382.042	100	3.820		
	Total	675.147	101			
Webrooming same brand	Between Groups	82.007	1	82.007	14.362	0.000
	Within Groups	571.013	100	5.710		
	Total	653.020	101			
Defer buying	Between Groups	41.548	1	41.548	7.878	0.006
	Within Groups	527.364	100	5.274		
	Total	568.912	101			
Buy on another website	Between Groups	59.847	1	59.847	11.806	0.001
	Within Groups	506.908	100	5.069		
	Total	566.755	101			
Webrooming is a rival brand	Between Groups	125.100	1	125.100	24.687	0.000
	Within Groups	506.753	100	5.068		
	Total	631.853	101			

Mediation analysis of frustration in other dependent variables

Total effect of Experience on Buy in same website			Buy in same Website
Effect	SE	p	
-3.414	0.3898	0.0000	
Direct effect of Experience on Buy in same website			

Effect	SE	p	
-3.0298	0.6147	0.0000	
Frustration mediation effect			
Effect	Boot SE	BootLLCI	BootULCI
-0.3842	0.4438	-1.4210	0.3048

Total effect of Experience on defer buying			Defer buying
Effect	SE	p	
1.2854	0.4579	0.0060	
Direct effect of Experience on defer buying			
Effect	SE	p	
-0.4987	0.6863	0.4692	
Frustration mediation effect			
Effect	Boot SE	BootLLCI	BootULCI
1.7841	0.5901	0.5628	2.9500

Total effect of Experience on Buy on another website			Buy on another website
Effect	SE	p	
1.5427	0.449	0.0009	
Direct effect of Experience on Buy on another website			
Effect	SE	p	
0.6068	0.6998	0.3880	
Frustration mediation effect			
Effect	Boot SE	BootLLCI	BootULCI
0.9359	0.5377	-.1393	2.0118

Other mechanisms tested for webrooming conditions

Website Knowledge mediation effect on webrooming				
	Effect	Boot SE	BootLLCI	BootULCI
Rival brand	-0.0003	0.1393	-0.2864	0.2865
Same brand	-0.0928	0.1456	-0.4201	0.1656
Trust on internet mediation effect on webrooming				

	Effect	Boot SE	BootLLCI	BootULCI
Rival brand	0.1747	0.1442	-0.0678	0.4988
Same brand	0.2392	0.1631	-0.0172	0.6051

Disappointment mediation effect on webrooming				
	Effect	Boot SE	BootLLCI	BootULCI
Rival brand	1.0705	0.3902	0.3801	1.9273
Same brand	0.7427	0.3831	0.0823	1.5781

Satisfaction mediation effect on webrooming				
	Effect	Boot SE	BootLLCI	BootULCI
Rival brand	0.857	0.4265	-0.0173	1.6735
Same brand	0.2087	0.4581	-0.6366	1.145

Wellbeing mediation effect on webrooming				
	Effect	Boot SE	BootLLCI	BootULCI
Rival brand	0.7344	0.4237	-0.0571	1.6258
Same brand	0.4639	0.4347	-0.3103	1.3785

APPENDIX F

Study 2 additional tests

MANOVA tests of consumer experience and brand relationship in other dependent variables

	Variable	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Observed Power ^b
Buy in same website	Experience	189.942	1	189.942	45.044	0.000	0.223	1.000
	Relationship	50.493	1	50.493	11.974	0.001	0.071	0.930
	Experience * relationship	0.325	1	0.325	0.077	0.782	0.000	0.059
Defer buying	Experience	44.649	1	44.649	10.847	0.001	0.065	0.905
	Relationship	50.604	1	50.604	12.293	0.001	0.073	0.936
	Experience * relationship	23.702	1	23.702	5.758	0.018	0.035	0.665
Buy in another website	Experience	24.332	1	24.332	5.224	0.024	0.032	0.622
	Relationship	19.164	1	19.164	4.115	0.044	0.026	0.522
	Experience * relationship	0.870	1	0.870	0.187	0.666	0.001	0.071

Mediation of frustration in other dependent variables (Brand Relationship as a covariate)

Total effect of Experience*brand relationship on Buy in same website			Buy in same Website
Effect	SE	p	
-2.1861	0.325	0.0000	
Direct effect of Experience on Buy in same website			
Effect	SE	p	
-1.841	0.3841	0.0000	
Frustration mediation effect			
Effect	Boot SE	BootLLCI	BootULCI
-0.3451	0.2391	-0.8404	0.1085

Total effect of Experience*brand relationship on deferring buying			Defer buying
Effect	SE	p	
1.0212	0.3269	0.0021	
Direct effect of Experience on defer buying			
Effect	SE	p	
0.3101	0.3753	0.4098	
Frustration mediation effect			
Effect	Boot SE	BootLLCI	BootULCI
0.711	0.2184	0.3067	1.1765

Total effect of Experience on Buy on another website			Buy on another website
Effect	SE	p	
0.792	0.3417	0.0217	
Direct effect of Experience on Buy on another website			
Effect	SE	p	
0.078	0.3935	0.8431	
Frustration mediation effect			
Effect	Boot SE	BootLLCI	BootULCI
0.714	0.2230	0.2930	1.1712

Test of other mechanisms in webrooming behavior (Brand Relationship as a covariate)

Trust on internet mediation effect on webrooming				
	Effect	Boot SE	BootLLCI	BootULCI
Rival brand	0.0246	0.0762	-0.1320	0.1831
Same brand	0.0101	0.0431	-0.0837	0.1012

Satisfaction mediation effect on webrooming				
	Effect	Boot SE	BootLLCI	BootULCI
Rival brand	0.5277	0.2558	0.0477	1.0597
Same brand	-0.0672	0.2789	-0.6058	0.403

Wellbeing mediation effect on webrooming				
	Effect	Boot SE	BootLLCI	BootULCI
Rival brand	0.1171	0.2646	-0.4030	0.6405
Same brand	0.3261	0.295	-0.2356	0.9222

Risk reduction mediation effect on webrooming				
	Effect	Boot SE	BootLLCI	BootULCI
Rival brand	-0.0148	0.0522	-0.1120	0.0731
Same brand	0.0157	0.0498	-0.0604	0.1461

Switching costs mediation effect on webrooming				
	Effect	Boot SE	BootLLCI	BootULCI
Rival brand	0.0004	0.0298	-0.0625	0.0665
Same brand	0.0037	407	-0.0793	0.0979

APPENDIX G

Study 3 additional tests

Logistic regression of other explanations to webrooming in same or rival brand

We coded webrooming as 1=webrooming in rival brand 0=webrooming in same brand

Variables	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Brand Relationship	0.143	0.104	1.890	1	0.169	1.154	0.941	1.416
Trust on internet	0.012	0.107	0.014	1	0.907	1.013	0.821	1.248
Switching costs	-0.140	0.131	1.134	1	0.287	0.870	0.673	1.124
Satisfaction	0.004	0.122	0.001	1	0.975	1.004	0.790	1.276
Wellbeing	-0.214	0.116	3.422	1	0.064	0.807	0.643	1.013
Constant	1.215	0.898	1.828	1	0.176	3.369		